



MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Sachi A. Hamai, Executive Officer-
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

At its meeting held October 21, 2008, the Board took the following action:

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The following item was called up for consideration:

The Chief Executive Officer's recommendation to authorize the Chief Executive Officer to prepare and execute amendment to transfer Provisional Financing Uses to the Department of Public Social Services to increase the maximum contract amount to include a 3% staffing only Cost of Living Adjustment (COLA), for a total cost of \$162,897, fully funded by Net County Cost of \$84,897 and Provisional Financing Uses (PFU) of \$78,000; approve the addition of the Community and Senior Services WorkSource California Employer and Job Seeker Line to The Information and Referral Federation of Los Angeles County, Inc. dba 211 LA County, at a cost of \$44,550 fully funded by Workforce Investment Act funds, with the total cost of the COLA and additional program service of \$207,447; and approve appropriation adjustment to transfer \$78,000 from the PFU budget unit to the Department of Public Social Services. (08-3002)

The following statement was entered into the record for Supervisors Molina and Antonovich:

"When the Board approved the allocation of \$250,000 for a public information campaign to increase awareness of the 211 Information Line, we asked that the plan incorporate the Chief Executive Office's proposed low-cost and no-cost County infrastructure resources, and include low-cost and no-cost services available from private sector partners. Through the efforts of the 211 Information Line staff, the County's internal marketing team and pro-bono services from private sector partners, in particular Charter Communications, a plan was developed and some phases were implemented. These collaborative efforts and the economic downturn have increased the public's awareness of the 211 Information Line's ability to provide general and specialized information and referrals to various health and human services programs; at this time additional marketing efforts are not necessary.

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“With the high foreclosure rates and recent fires, the increasing number of families with children contacting 211 for shelter, and the State budget crisis reducing funding for health and human services programs, the 211 Information Line staff, and the Chief Executive Office agree that a redirection of the remaining \$179,000 set aside for the public information campaign is warranted.”

After discussion, on motion of Supervisor Molina, seconded by Supervisor Antonovich, unanimously carried (Supervisor Knabe being absent), the Chief Executive Officer's attached recommendation was approved as amended to:

1. Redirect the remaining \$179,000 public information campaign funds to direct services for temporary, emergency housing, food or food vouchers, and transportation needs for homeless families who contact 211; and
2. Direct the Chief Executive Officer to take the following actions:
 - Work with 211 Information Line staff, the Los Angeles Homeless Services Authority, and the Director of Public Social Services, to identify the optimal use of the redirected monies that includes a plan on how to transition the families into a more stable environment; and
 - Report back to the Board in 60 days with recommendations.

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Attachment

Copies distributed:

Each Supervisor
County Counsel
Chief Executive Officer
Director of Public Social Services